



# Bayer HealthCare Pharmaceuticals

## EXECUTIVE SUMMARY

Kevin Kramer

Account team

Quarter 4, 2008 Report

Kaiser

### Corporate Account Update

HEADLINE	DETAILS					
<b>Kaiser team Overview – year-end sales, growth vs. 2007 and contract positioning through 2010.</b>			Year		% Change 2008 vs. 2007	
	Product Group	Data	2006	2007		2008
	Betaseron	<b>Redacted: Relevancy</b>				
	Climara					
	Leukine					
	Mirena					
	Yasmin	Sum of Total Dollars	<b>Redacted: Confidential</b>			
		Sum of Total Units				
	Magnevist	<b>Redacted: Relevancy</b>				
	Total Sum of To					
	Total Sum of To					
	<b>Kaiser 2008 sales summary:</b> (Data through November, 2008)					
		<b>Redacted: Confidential</b>				
<b>2008 product/team highlights:</b>						
	<b>Redacted: Confidential</b>					

		<b>Redacted: Relevancy</b>
--	--	--------------------------------

Major Kaiser initiatives		
<i>Kym Fant and Tracy Signorelli report on Neurology business</i>	<b>Betaseron:</b>	
	<b>Redacted: Relevancy</b>	

	<div>Redacted: Relevancy</div>
<div>Kym Fant and Tracy Signorelli report on Oncology business</div>	<div>Leukine:</div> <div>Redacted: Relevancy</div>

	<p><b>Redacted: Relevancy</b></p>
<p><b>Pat Dea Southern CA Female Health Care: reports key strategic initiatives</b></p>	<p><u>Key Conferences / Displays:</u></p> <p><b>Redacted: Confidential</b></p>

for next year and am currently planning for the event.

Promotional Events at Kaiser clinics:

- 

**Redacted:  
Relevancy**

- 

**Redacted:  
Confidential**

Dinner Speaker Programs:

- Combining all four quarters this year, a total of six Speaker Programs were held that targeted and included Kaiser clinicians in various southern CA Service Areas.

WHC Potential Opportunities:

- 

**Redacted:  
Confidential**

- 

- 

- 

**Redacted:  
Relevancy**

- 

- 

**Redacted:  
Confidential**

- 

- 

Other Business Review 4th Quarter:

- 

**Redacted:  
Confidential**

- 

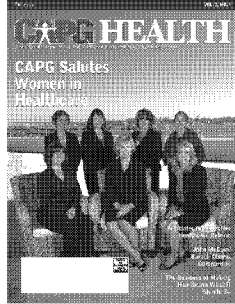
- 

**Redacted:  
Relevancy**

		<ul style="list-style-type: none"><li>•</li><li>•</li></ul>
	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<p>Redacted: Confidential</p>
		<p><u>Planned Opportunities for 1<sup>st</sup> Quarter of 2009:</u></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>



attachment – culmination of a year of efforts by both Kym Parker, Lura, Debbie and myself



- 2008 was a very successful year in terms of my (6) key promotional programs:

**Redacted:  
Confidential**

- San Francisco (SF gyno resident focus) Hillard MD/ Stanford

- Mirena sales for November (most current to date) looking fantastic!

**Redacted:  
Relevancy**